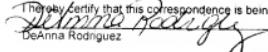


REPLY UNDER 37 CFR 1.116 - EXPEDITED PROCEDURE -
TECHNOLOGY CENTER 3600

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Customer Number: 33401
JANSEN, Michael E. : Confirmation Number: 5159
Application No.: 10/710,413 : Group Art Unit: 3688
Filed: July 08, 2004 : Examiner: VANDERHORST, Maria Victoria
For: MOTION PICTURE THEATER AND ASSOCIATED PROMOTION

CERTIFICATE OF ELECTRONIC TRANSMISSION

I hereby certify that this correspondence is being electronically-transmitted to the United States Patent and Trademark Office on March 15, 2010.

DeAnna Rodriguez

SUMMARY OF EXAMINER INTERVIEW

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir/Madam:

Applicant thank Examiners Maria Victoria Vanderhorst and Lynda C. Jasmin for the time which they spent discussing the outstanding office action with Applicant and his attorney Marc E. Brown on March 15, 2010 over the telephone.

Distinctions between claim 29 and the applied references were discussed. The examiners indicated that they would give further consideration to the points that were

raised. Applicant and his attorney would welcome the opportunity to have a further conference if any questions remain.

Respectfully submitted,

McDERMOTT WILL & EMERY LLP



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Date: March 15, 2010

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